

accent on

avila

COLLEGE



Photo by Roger Farkash

President Honored As "Beautiful Activist"

Sr. Olive Louise, Avila College president, represented the Kansas City "Beautiful Activists" at activities sponsored by the Germaine Montell Corporation in New York on January 16-18. Sister is one of twelve area women who were honored by the company this fall for their service to the community. The purpose of the award is to bring attention to the role of women as a source of bringing about good in a community.

While in New York the "Beautiful Activists" attended a dinner in their honor and were interviewed by the press. Entertainment included an evening at the Liza Minelli show. Local sponsor of the "Beautiful Activist" award is Woolf Brothers.

Under Sr. Olive Louise's direction, Avila has increased its enrollment from 350 to 1,068; enlarged its campus from one to seven buildings; continued its accreditation by the North Central Association, and received accreditation of the department of nursing by the National League for Nursing.

John McKelvey Heads Planning Group

John McKelvey, executive vice-president of Midwest Research Institute, has been appointed chairman of Avila's long-range planning committee. Mr. McKelvey, a new Board of Trustees member, has extensive experience as a planning consultant with Midwest Research Institute and Stanford Research Institute.

Serving with Mr. McKelvey are Sr. Olive Louise, president; Dick Scott, academic dean; Ron Bennett, director of development; and Lynn Cupkie, dean of students. Avila has just completed its first ten-year development plan. As the college begins its second decade the long-range planning committee will evaluate the changing role of higher education as it relates to Avila.

To Publish Newsletter and Alumni Magazine

As you can readily see, there's been a change in our monthly publication. The old magazine has taken on what we hope is a fresh approach using a newsletter format to keep you informed on what's going on at Avila. The "accent" is on Avila as reflected in our growing programs, increased enrollment, new construction, advertising program, and now our new publication. It is our hope that this newsletter will serve to keep our alumni and friends well-informed on Avila.

In addition, a new magazine designed specifically for the alumni will be published three times a year. The *Avila College Alumni Magazine* will feature Alumni Association functions, individual alumni news, and the faculty and departments of the college. Alumni news telling of community service, elections to club offices, careers, educational pursuits, family endeavors and such is being solicited **now** for the first issue of the magazine to be published in February. Information should be sent to Sr. Rose Anthony, alumni secretary.

Cleaning House?

The theatre department needs props for its spring productions. Any kind of furniture, particularly chairs, settees, sofas and tables would be appreciated. Also in demand is adult clothing such as suits, dresses and hats. If you are able to donate any of these items, please contact Ron Coles in the theatre department at Avila, 942-3204.



EVENING PROGRAM REGISTRATION SET FOR JANUARY 24TH

Participation in the two-year-old evening program increased this year with enrollment growing from 263 to 470 in the semester just completed. The biggest increase was in the business department where several new courses were added.

Registration for the evening program for second semester will be January 24 from 8 to 11:20; 1 to 3:30 and 6 to 8:30 p.m. A total of 65 courses is being offered with some of the new ones to include an administration of

criminal justice workshop, commercial art, law for everyday living, managerial accounting, teacher effectiveness training, symphonic music and women's study courses. Most classes meet only one night a week. Courses may be taken for credit or non-credit. The non-credit fee is \$10 per credit hour. Credits from the evening and day programs are completely interchangeable with no distinction being made for course work completed in the evening program.

ADDRESS CORRECTION REQUESTED

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Sears Presents Check For Avila Programs



Visiting campus recently to present a check from the Sears Foundation to Sr. Olive Louise were Clay Ross (left), general manager, and Eugene Warner, personnel manager, of the Sears, Roebuck and Co. store in Overland Park, Kansas. The Sears Foundation contributes annually to the support of private institutions. Avila's donation will be used to purchase books for the library and for the continuing support of the college.

Five Students Named To Who's Who

Five Avila students have been named to Who's Who in American Colleges and Universities. They are Sharon Cheers, Frances Colombo, Mary Cronin and Mary Moriarty, all seniors and all from the St. Louis area; and Anita Fenske, a junior, from Springfield, Missouri.

The students were selected by the faculty and members of the junior and senior classes. The criteria of selection included the student's scholarship; his participation and leadership in academic and extra-curricular activities; his citizenship and service to the school and community; and his promise of future usefulness.

SISTERS EXPLORE SPONSORSHIP CONCEPT

By Sr. Audrey Olson

As the history of our sisters related, the Congregation of the Sisters of St. Joseph both operated and controlled Avila College until 1968. In that year the college rewrote the legal structure and established a lay majority board of trustees with sisters on the board constituting one over one-third of the membership. With this change there has arisen a need to re-examine the nature of the relationship of the sisters to Avila College.

Sponsorship is a concept which has not been previously explored by the sisters. As defined by the Congregation, it is the support of, or influence on, an activity which both serves the needs of men and furthers the goals and objectives of the Congregation. The institution is responsible to the sponsoring corporation of the sisters and therefore, must annually review the primary reason for sponsorship—namely, furthering the goals and objectives of the Sisters of St. Joseph—uniting neighbor with neighbor and neighbor with God.

The sisters directly sponsor certain institutions in which sponsorship is exercised at both staff and administrative level and the policy-making board level. Avila College is directly sponsored in this manner. Sisters who serve on the policy-making board level must insure that the philosophy of the Congregation permeates the individual institution.

The sisters at this time return a certain percentage of their salaries to some institutions. At Avila, this year we return 53% of our salary, 10% of which is paid into retirement. In addition, we are paying the college \$20,000 this year to rent the convent, and we

pay board to the food service. Last year we contributed 58.5% of our salaries which amounted to \$151,972.66, 10% of which went into retirement. Over and above this yearly contribution, the sisters have loaned to the college a large amount of money for construction work. The percentage of our salaries which we contribute has the legal status of a charitable gift; in itself, charitable giving does not insure a legal right to influence policy-making in the institution. Financial assistance, in itself, does not insure sponsorship. Strictly speaking, however, sponsorship is non-existent if the values of the Sisters of St. Joseph are not reflected in the institution sponsored.

Editor's note: This is the third in a series relating the history of the Sisters of St. Joseph of Carondelet and their role of sponsorship. Next issue: recommendations of the Congregation's committee on sponsorship.

Bus Service Proposed For Avila

Final approval of a proposed extension of the Ward Parkway route as far south as Avila College is expected to be given soon by the Area Transportation Authority, according to Bob Edwards, director of marketing. Bus service is expected to be available every 30 minutes starting at 6 a.m. and concluding at 6 p.m. The ATA recently conducted a survey on campus to learn possible usage times of the bus service. Additional information on fares, routes, and schedules will be available later this month.